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Insert quote from local official or community member on the importance of building energy efficient solar homes here.

— Who said quote here

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**RESEARCH\*** released by the California Energy Commission reveals that California home buyers *want solar and energy efficient homes*

- 91 percent of Californians view a home's energy efficiency as an important factor when considering the purchase of a new home
- 70 percent said the cost of the monthly electricity bill was an important factor in their decision to buy a new home
- 74 percent believe that builders should make roof-top solar electric systems standard on all new homes they build
- 78 percent perceive a home builder who builds homes with solar electric systems as a green builder who cares about the environment
- 81 percent believe that a solar electric system lets a homeowner start saving on monthly living costs immediately

\*The NSHP market research was conducted by an independent contractor, Fairbank, Maslin, Maullin & Associates, from March to May 2007.

Arnold Schwarzenegger, Governor

## CALIFORNIA ENERGY COMMISSION

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In January 2007, the State of California launched the Go Solar California campaign, a \$3.3 billion effort that aims to install 3,000 megawatts of new grid-connected solar by the end of 2016 and to transform the market for solar energy by dramatically reducing the cost of solar.

As part of the statewide solar effort, the CPUC initiated the investor-owned utility solar program, known as the California Solar Initiative (CSI). The California Energy Commission's New Solar Homes Partnership is a component of the CSI which provides financial incentives and marketing support to home builders on new home construction.

To learn more about statewide solar incentives call your local utility. To find a California Sun Certified Energy Efficient new home community in your area, visit [www.GoSolarCalifornia.org](http://www.GoSolarCalifornia.org).

**Pacific Gas & Electric: 1-877-743-4112**

**Southern California Edison: 1-866-584-7436**

**San Diego Gas & Electric: 1-866-631-1744**

CEC-180-2009-010

[www.GoSolarCalifornia.org](http://www.GoSolarCalifornia.org)



## State and Local Incentives for Building New Energy Efficient Solar Homes

[City Logo Here]

[Insert City/County Name/ Department Here]



**New Solar Homes Partnership**



## A Partnership Interested in **YOUR** Success

The New Solar Homes Partnership (NSHP) is a component of the California Solar Initiative – a plan which moves the state toward a cleaner energy future and helps lower the cost of solar for builders and consumers.

The partnership provides financial incentives and marketing support to home builders, encouraging the construction of new, energy efficient solar homes that save homeowners money on their electric bills and help protect the environment. The goals of the NSHP are to create a self-sustaining market for solar homes and gain builder commitment to install solar energy systems on new homes as a standard feature for the home buyer. A new home that qualifies for the NSHP is at least 15 percent more efficient than the current building standards. The overall goal of the NSHP is to achieve 400 megawatts of new solar-produced electricity by the end of 2016.



## Available Incentives for Building New Energy Efficient Solar Homes



### Local Incentives

[Insert information about local activities and incentives your jurisdiction has implemented to encourage/support energy efficiency and solar in new home construction.]

### NSHP State Incentives

- Direct financial rebates to help offset the cost of the solar installation;
- Access to new home-buyer research,
- Energy Commission expertise and local utility team support; and,
- Marketing support through the statewide NSHP media campaign;
- Use of the California Sun Certified Energy Efficient Home logo in marketing materials;
- Information and link to solar community on GoSolarCalifornia.org

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Insert quote from  
local official or  
builder here.

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For more information about the financial incentives, please refer to the California Energy Commission New Solar Homes Partnership Guidebook at [www.GoSolarCalifornia.org/documents/nshp.html](http://www.GoSolarCalifornia.org/documents/nshp.html).

For more information on the marketing support available to NSHP builders, please refer to the Builder Outreach Kit at [www.GoSolarCalifornia.org](http://www.GoSolarCalifornia.org).